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Preparing Print-on-Demand works with Microsoft Word and Adobe InDesign

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By **Sierra Brummett** (Lead Copy Editor) and **Lily Huynh** (Copy Editor).

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Preparing for Hard Copy Publication in Microsoft Word©

Through my work at the Berglund Center for Internet Studies, I have had the opportunity to learn a lot of new things and to do a few new things, too.

The articles that come to me through the Center's Google site cover a wide range of topics—though all related in some way or another to the Internet, related technologies, computers, or the business and education side of these (after all, as the Center's name implies, we study the Internet). I have read articles discussing the Internet as media as in webcomics and Role Playing Games, pieces exploring the effectiveness of new technologies in the classroom, the process of cyber-bullying and even censorship matters in China.

But the knowledge I've learned through reading and editing these articles is only a small part of the things I've been able to achieve at the Berglund Center. This year, with the help of Program Director Theresa Floyd and Maria Walters, I put together and published a book using Microsoft Word.

I feel the need to share a little secret with you, readers: I'm not terribly good with computers. Or any technology for that matter. A digital camera that could take a beautiful image in the hands of a friend barely produces a blurry snapshot in mine. My cell phone came with an instruction pamphlet an inch thick and yet the only function I'm capable of figuring out is the dialing and talking part. And I have 2043 songs on my Zune...that I have no knowledge of putting on it. I'm pretty much a stone-age dinosaur in a world full of shiny robots.

So when I was informed that my duties included putting together an entire book comprised of a table of contents, appendices, images, page numbers, and every article published in *Interface* over the last year, I might have panicked...just a little. How on Earth was I going to accomplish such a difficult task with my basic knowledge?

But working with Microsoft Word proved simpler than I had originally anticipated. Of course, I had a good head start thanks to the talented and very-much-missed, Maria Walters. Maria spent her last few weeks (before moving to a professional position at Intel!) at the Berglund Center setting up the formatting for what would eventually be the hard-copy version of our online journal.

This set-up allowed me to simply cut and paste an article in its entirety from our website to the Word document, highlight, for example, the title and hit the little "Interface Title" button in the formatting palette. The highlighted text would change to the font, size, and position that Maria had set it up for. Simple! Numbering was all ready to go for me as well. And when I needed to start a new article, I inserted a page break by clicking on "insert" in the menu bar and then "Page Break."

Another useful function was the ability to compress text where needed to avoid having a lone ("orphan" or "widow") line on an otherwise blank page. And there were a lot of little things that Microsoft Word let me do—lets any user do—to get around more difficult tasks.

Putting the book together seemed an insurmountable task when first I learned of it, but it went very smoothly and surprisingly quickly. I only hit a few snags along the way.

One such snag was formatting pictures. Microsoft Word is meant for documents and, as such, it handles formatting text very well. However, the program isn't quite as well suited in formatting pictures. Thankfully there weren't many pictures, but a few of the articles contained diagrams or charts and the Berglund Center's Authority Seal was included at the head of each article. In order to move around the pictures, I first had to format them to wrap-around the text by right-clicking the image and clicking "format picture." This was easy enough to do, but moving the picture around without drastically affecting the layout of the text was quite the challenge. But, again, with a little patience it was an easy enough process.

Another problem I ran into was with the Table of Contents. Whether it was a result of Maria's formatting or obstinacy in Microsoft Word, I had trouble making the table of contents look clean. Specifically, the page numbers appeared after each line of an entry. For example, each entry would have the page number next to the title, and author, and subtitle, etc. And, as I discovered the hard way, even when I took the (considerable amount of) time to delete the offending page numbers, they would reappear the next time I updated the field! We had to remove the page numbers at the very last minute before it was sent to print and after the document was as perfect as it could ever be.

I would however like to commend, again either Maria's MacGyver-ing or Microsoft Word's

attention to detail, for updating the table of contents as I added new articles to the document. When I indicated that a specific line of text was “Interface Title,” the program automatically inserted the same text into the table of contents in the proper format. Aside from a little bit of fine-tuning at the very end, the table of contents pretty much made itself.

Next year, we plan to add an index to the hard copy. We feel that this addition will make for an easier-to-read hard copy. Of course, this endeavor will be a new challenge for me but so far I’ve found Microsoft Word to be easy to pick up on quickly. I have no doubt that I will be able to figure out a simple way to create an easy-to-read index. And if I need assistance, I’ve found the “Help” function in Microsoft Word to be very useful.

Again, just so I’m crystal clear, I do not consider myself to be any sort of authority on putting together books, or Microsoft Word. The purpose of this piece is simply to relay how I found working with the program to be. Maybe a professional, looking for a more sophisticated formatting system would want to look elsewhere for a program to use but for someone with little computer experience and zero previous publishing experience, Microsoft Word was really a wonderful program to work in.

At the end of the day, I was proud of the work we accomplished in putting together the hard-copy Interface [1]. There’s nothing quite like seeing something you worked hard on and were skeptical of achieving come to fruition. I thank the Berglund Center for Internet Studies for giving me the opportunity to do something that I’d never imagined I could and Microsoft Word for making it simple.

Learning InDesign on the Go

This year at the Berglund Center for Internet Studies we have published several books in an on-demand process at CreateSpace®, a subsidiary of Amazon.[2] I was the staff editor assigned to edit and prepare one of the two books, Yang Desheng’s *Jigsaw III*. [3] As this was an experiment of sorts for us, we chose to use two different programs to publish the two works. One would be done in Adobe InDesign®, one in MS Word®. I was assigned to the InDesign project. My colleague, Sierra Brummett, who published our annual version of *Interface* [4] in hard copy using MS Word will report on her experience.

My first reaction was that editing a MSS through to hard copy publication (I had also been lead editor on the MSS of Yang’s work) is surprisingly enjoyable. There is nothing quite like finally holding a book that you edited and published in your hands. But at the same time, getting to the end result can be time consuming.

This is in part because I was asked to utilize a program that I had never used before, Adobe InDesign for Macintosh. The program (I used the CS4 version) is the most commonly used design program in the industry, including newspapers as well as book publishers, we believe. It greatly automates the formatting of a book, but I have discovered from my experience, working with InDesign definitely has its pros and cons.

Working with InDesign made my experience working with a Mac computer more enjoyable. Being a PC user, though, I do not have that much background with the Mac, so trying to run such a complex program with little experience on Macs was a bit of a challenge. I was basically learning the Mac and the program at the same time—learning on the go.

Working with InDesign was certainly very educational. It was, however, sometimes learning the hard way. Trying one thing and waiting to see if it works or doesn't was my way of better understanding how InDesign works.

There was also a discovery aspect to my learning. It was entertaining to see all the little tasks that the program can do, like reducing the size of the font in the book to fit related material onto one page without being obvious to the reader. Overall, my experience with working with InDesign has been a very beneficial and educational one.

Not having had the opportunity to learn the program before hand, I discovered along the way, there are certain tasks the program will do automatically—a fact I was originally unaware of. Some of the tasks that it would do on its own included forming a table of contents that would automatically update if a change was made and automatically numbering the pages.

Before discovering that InDesign could do all this automatically, I thought that putting the book together would be a long process on my part. It could take a while to make a table of contents and then go in and number all the pages by hand. One of the things I learned on-the-go was that I was not just restricted to pushing buttons and seeing what works and what doesn't.

Fortunately our Program Manager, Theresa Floyd, also wanted to learn to use InDesign. The two of us together discovered the utility of online tutorials. In addition to me trying to learn how to use the program, having Theresa there made learning on-the-go very beneficial. If there were any online tutorials that explained a particular operation in the program, both of us would look it over together to learn more about the program.

Patience is certainly one skill that I got to practice while working with this program. I have learned, from multiple experiences, that not everything will work the first time. Patience is key in achieving the end result. A few times, some operation would work on the second try but not the first and it was never clear why that was.

In working on this particular book, InDesign had some specific advantages for us. Yang Desheng, the author, is a Berglund Fellow who lives and works in China and English is his second language. As he was preparing the book for the English-speaking Chinese market, there were some particular issues that arose as to language usage, layout, and design. Also, as a linguist, Yang's English usage is very formal and very precise. We had edited his prose into somewhat colloquial English at times, and Yang preferred the formal academic variety (Chinese English is influenced by British English as much or more as by American English, though this is changing.) and this has required frequent editorial changes on our part. InDesign accomplished

this with ease.

Unlike more traditional modes of publishing with large production runs, we were able to fine-tune the book repeatedly. It would probably not be unreasonable to say that the current edition is the 10th or 12th one, all made possible by InDesign.

We are very happy with the end result—the book itself. For me, learning to use InDesign will be great advantage as it is the industry standard and I will doubtless be better prepared for continuing to work in publishing after graduation.

We tell ourselves at the Berglund Center that we do quite a few things the hard way, because we are part of an educational institution and learning new programs is part of that goal, even if sometimes there are simpler paths to the same end.

Endnotes

[1] *Interface*

[2] <https://www.createspace.com/>

[3] See the work at: http://www.amazon.com/Jigsaw-III-Intercultural-Pedagogy-Classroom/dp/061533590X/ref=sr_1_1?ie=UTF8&s=books&qid=1273782098&sr=1-1

[4] See it at: <https://www.createspace.com/>

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